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Bib Data Sheet

CONFIRMATION NO. 9265

SERIAL NUMBER 09/736,456	FILING DATE 12/14/2000 RULE	CLASS 370	GROUP ART UNIT 2661	ATTORNEY DOCKET NO. 6550-000050
APPLICANTS Paul M. Hunt, Okemos, MI; Steven K. Meuche, Holt, MI; Lou Anna K. Simon, East Lansing, MI;				
** CONTINUING DATA ***** THIS APPLN CLAIMS BENEFIT OF 60/176,641 01/18/2000				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 02/28/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after met Allowance		STATE OR COUNTRY MI	SHEETS DRAWING 4	TOTAL CLAIMS 40
Verified and Acknowledged Examiner's Signature _____ Initials _____		INDEPENDENT CLAIMS 6		
ADDRESS Monte L. Falcoff Harness, Dickey & Pierce, P.L.C. P. O. Box 828 Bloomfield Hills, MI 48303				
TITLE Method and system of real-time optimization and implementation of content and advertising programming decisions for broadcasts and narrowcasts				
FILING FEE RECEIVED 655	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	